



# Williams, Arizona

## ❁ community health profile ❁

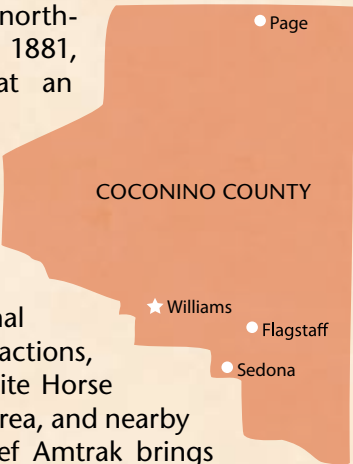
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### Introduction

Williams is in Coconino County, north-central Arizona. It was founded in 1881, incorporated in 1901, and sits at an elevation in excess of 6,700 feet at the base of Bill Williams Mountain. The city has a total area of 43.8 square miles<sup>1</sup> and was named after William S. Williams, a mountain man who frequently trapped in the area. It is surrounded by the Kaibab National Forest and boasts many tourist attractions, including the original Route 66, White Horse Lake, Sycamore Canyon Wilderness Area, and nearby Grand Canyon. The Southwest Chief Amtrak brings many tourists to Williams daily, as does Interstate 40.



The Williams Unified School District #2 has a student/teacher ratio of 15:1, with 742 students spanning kindergarten through 12<sup>th</sup> grade<sup>2</sup>. Its schools are the Williams Elementary-Middle School and the Williams High School, and students are bussed in from many area communities.

The community carries a “rural” designation and has been designated as a Primary Care, Dental, and Mental Health Professional Shortage Area, as well as an Arizona Medically Underserved Area. There are no sliding fee scale clinics, no school based clinics, non-federal hospitals, nor hospital bed capacity in the area<sup>4</sup>; however, the local clinic does have some capacity to provide services to individuals who are unable to pay. The Williams Health Care Center offers three family practice physicians, two internal medicine doctors, one physician assistant, one family nurse practitioner, and contracted dietician, diabetic educator, and podiatry services.

### Demographics<sup>1</sup>

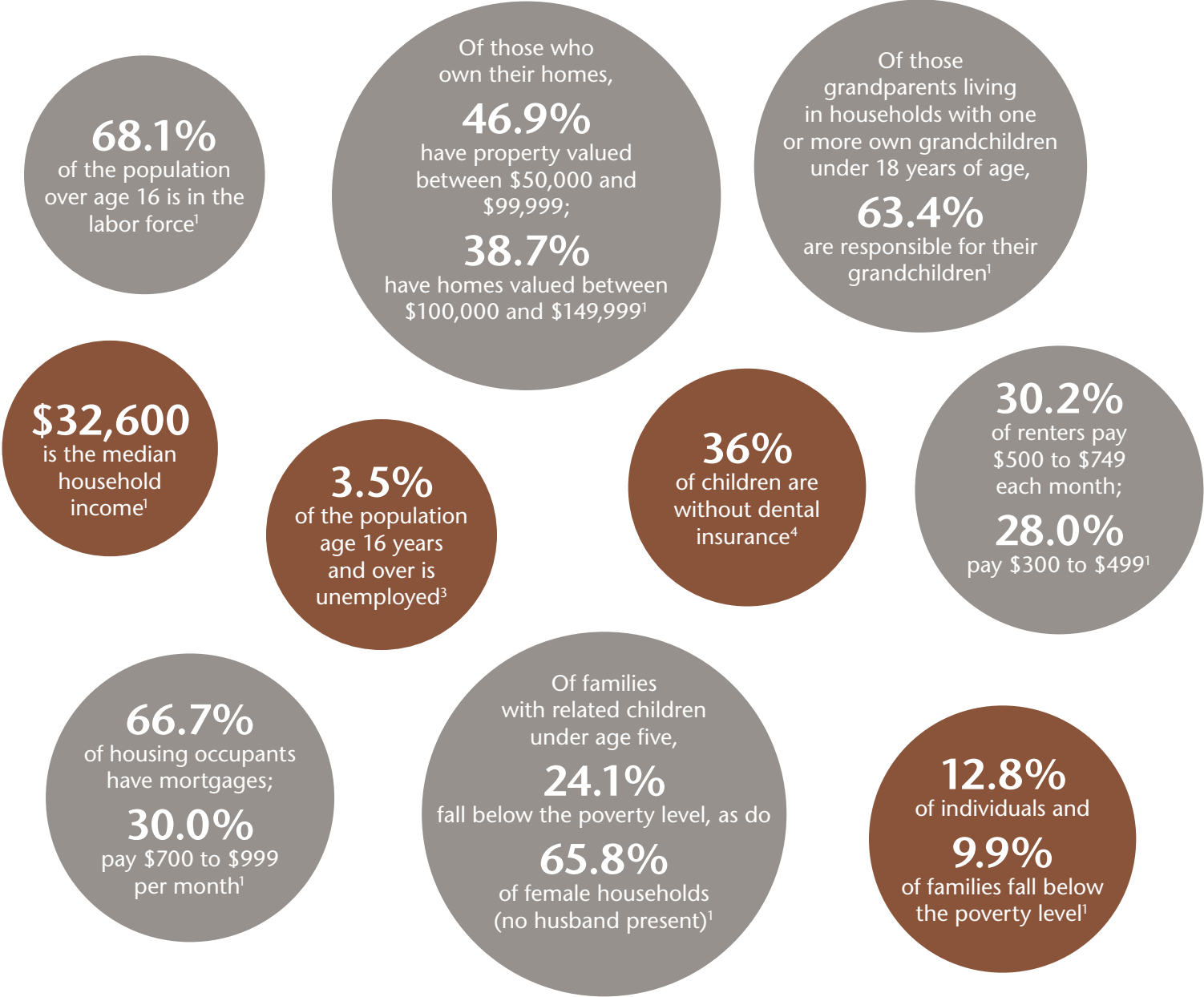
There are an estimated 3,270 persons living in Williams, with the following attributes:

- 50.8% are male
- 49.2% are female
- 34.6 is the average age
- 30% are under the age of 18
- 77.1% are White
- 32.3% are Hispanic or Latino
- 25.1% speak a language other than English at home, mainly Spanish
- 81.1% achieved a high school education or higher
- 15.8% earned bachelor’s degrees or higher
- 55.1 % of households are comprised of married couples



### Economic Characteristics

Tourist-oriented retail and service enterprises comprise a significant portion of the economic base of Williams. Also contributing to the local economy are the U.S. Forest Service, cattle and sheep ranching, dry farming, small industries, and rock quarrying<sup>3</sup>.
















## ✿ Health Status: Healthy People 2010 ✿

Healthy People 2010 is a national initiative, led by the U.S. Department of Health and Human Services, to help all Americans achieve improved health status by the year 2010. In particular, it strives to increase the quality and years of healthy life, as well as to eliminate health disparities. It is organized into 28 “focus areas;” each priority area then has its own objectives, which specify ideal outcomes. What follows is a snapshot of specific Williams opportunities, pertaining to various Healthy People 2010 Objectives.

-  **Increase the proportion of children who have received dental sealants on their molar teeth**  
Target: 50%  
Williams: 36.0% of eight year olds have sealants<sup>4</sup>
-  **Reduce the proportion of children with dental caries experience in their primary and permanent teeth**  
Target: 42%  
Williams: 48.0% of children age six to eight years have untreated tooth decay<sup>3</sup>
-  **Increase the proportion of adolescents who abstain from sexual intercourse or use condoms if currently sexually active**  
Target: 95%  
Williams: 22% of all births in 2007 were to teenage mothers<sup>5</sup>
-  **Reduce the proportion of adolescents and young adults with Chlamydia trachomatis infections**  
Target: (no rate available)  
Williams: 305.8 per 100,000 population (less than 24 years of age)<sup>7</sup>
-  **Reduce pregnancies among adolescent females**  
Target: 43 pregnancies per 1,000 (females age 15 to 17 years)  
Williams: 64.9 pregnancies per 1,000 (females age 15 to 17 years)<sup>5</sup>
-  **Reduce low birth weight (LBW) and very low birth weight (VLBW)**  
Target: 5.0%  
Williams: 14.3% of births in 2007 were low birth weight newborns<sup>5</sup>
-  **Reduce the proportion of adolescents who report that they rode, during the previous 30 days, with a driver who had been drinking alcohol**  
Target: 30%  
Williams: 32%<sup>6</sup>
-  **Reduce deaths caused by motor vehicle crashes**  
Target: 9.2 deaths per 100,000 population  
Williams: 183.49 deaths per 100,000 population (13.6% of all deaths)<sup>5</sup>
-  **Reduce coronary heart disease deaths**  
Target: 166 deaths per 100,000 population  
Williams: 397.55 deaths per 100,000 population (29.5% of all deaths)<sup>5</sup>
-  **Increase the proportion of health and wellness and treatment programs and facilities that provide full access for people with disabilities**  
Target: Developmental (not yet set)  
Williams: Amidst the population age 21-64 years, 20.8% report having a disability, whereas 50.3% of the population age 65 years and over live with a disability<sup>1</sup>

## ✧ Community Voice ✧

Community members responded to the following questions and their insights have been categorized into Healthy People 2010 Focus Areas

# “What do you feel are the main health concerns in Williams?”

### OVERWEIGHT AND OBESITY

- Obesity
- Fast-paced lifestyles
- Poor choices for school lunches (too much fast-food)

### CHRONIC DISEASE

- High blood pressure
- High cholesterol
- Diabetes

### MENTAL HEALTH

- Loneliness
- Depression
- Mentally-ill students and adults
- Affordable mental health treatment

### RESPONSIBLE SEXUAL BEHAVIOR

- Unprotected teen sex
- Teenage pregnancy

### SUBSTANCE ABUSE

- Lifestyle of drug use
- Underage drinking
- Effects of alcohol use (such as alcohol syndrome) contributes to an increase the number of children with special needs (and disabilities)

### PHYSICAL ACTIVITY

- Sedentary lifestyles of children (too many video games and not enough outdoor play)
- Lack of exercise/physical fitness in adult population

### TOBACCO USE

- Smoking

### ACCESS TO SERVICES

- Lack of publicity on what resources are available
- Toenails, vision, and hearing (for seniors)
- Affordable health insurance
- 10-15 minute wait for emergencies at local clinic
- Shortage of physicians at clinic (doctors change too often are not always available; traveling physician assistants and nurse practitioners do not give the same level of care as family doctors)
- Transportation to reach Flagstaff medical providers (have to travel 30 miles to Flagstaff for private medical doctors, dentists, and discount pharmacies)
- \$1,500 ambulance ride to Flagstaff



## ❁Community Voice❁

“ If you could have a wish granted, what would **you** do to improve health within your community?”

### PHYSICAL ACTIVITY

- Increased physical activities/more active lifestyles amidst the youth
- People getting outside and exercising (hiking, biking trails throughout community)
- Exercise programs available at different times of the day, at low cost
- Gym/workout facility
- Exercise classes for adults
- Additional pool, without heavy chlorine
- Walking center for elders to exercise in safe environment

### INJURY AND VIOLENCE

- Substance abuse-related domestic violence prevention
- Greater availability of child safety equipment such as car seats, to avoid lifelong disabilities resulting from head trauma

### OVERWEIGHT AND OBESITY

- Parents who are more involved with kids and know what they're doing, to make the future better for their children (toward better nutrition and so on)
- People drinking plenty of water
- Nutritionists
- Weight Watchers
- Healthier choices in school lunches
- Promotion of better eating habits amidst everyone in the community
- Nutrition/diabetic education at clinic, at least one day/week
- On-site program at clinic to focus upon high cholesterol, etc.

### RESPONSIBLE SEXUAL BEHAVIOR

- Sex education, especially on sexually-transmitted diseases
- Help alleviate fears of losing anonymity for teens, so they will utilize the teen clinic
- More parenting classes for young families

### SUBSTANCE ABUSE

- Juvenile alcohol awareness, toward reduced alcohol consumption
- A strong intervention program for elementary and high school students regarding the dangers of alcohol and drug abuse, involving “real time” former addicts and alcoholics
- Parent education: getting the message into homes on what could happen to kids, especially with drugs and sexually-transmitted diseases
- Kids realizing that drugs, alcohol, irresponsibility, low self-esteem and so on will not take them down a healthy path, so they can become empowered to do the right things rather than just follow the crowd
- Alcohol and substance abuse awareness programs, for adults
- Alcohol screening for youth and adults, at the health clinic
- Explore the relationship between substance abuse and disabilities (amidst babies as well as victims of violence)

### ACCESS TO SERVICES

- More resources available, so that kids know what health is all about
- Developmental, age-appropriate, standardized health curriculum for schools, like “The Great Body Shop” for K-8th graders
- Affordable health insurance
- Serve the Hispanic community at the clinic by overcoming language barrier, perhaps through working with community college and/or hiring bilingual staff
- Pediatrician
- Emergency room with pharmacy at the clinic
- Weekend emergency department
- Promote “private practices,” such as optometrists, primary care physicians, psychiatrists, women’s center
- Transportation system/shuttle service for low-income persons to get to Flagstaff for services that aren’t offered in Williams (could get jobs, get all their health care needs taken care of, as well as have a choice in providers), even a bus that can do one or two runs/week, or operate daily during the week (there is a taxi service from Williams to Flagstaff, but who can afford it?)
- Transportation to senior center, so seniors can get needed assistance with food and activities
- Transportation for seniors to Aquatic Center for physical fitness
- Use senior center to inspire the 60+ crowd
- More activities for seniors, such as special trips to Flagstaff, movies, and other activities to elevate their health and combat depression
- Pedicures for older persons who cannot bend down to trim their own nails
- Jobs for everyone

### MENTAL HEALTH

- Instruct the public in the importance of good mental health practices





Collaboration

The Coconino County Health Department (CCHD) offers a wide range of programs in Williams, through its Access to Health Care, Clinical Services, Environmental Services, Health Education and Promotion, Medical Examiner Services, and Public Health Emergency Preparedness Service Units. Williams also has an array of skilled service providers, including the Williams Alliance, City of Williams Parks and Recreation Department, Guidance Center, and Williams Health Care Center. In the fall of 2008, representatives from these agencies and community members reflected upon “**How can we work together to create a healthier Williams?**” They identified optimal, multi-agency efforts into the future as:

- **Prioritize top issues and target specific populations in need**
- **Improve communication** on available resources by sharing information within the population of Williams more readily to streamline communication between health care providers and community members, ensuring that information is comprehensive and up-to-date by using multiple, creative methods to get the information out (websites, print media, cell phones), as well as having Williams representation on the County Board of Health and ensuring CCHD representation on Williams Alliance
- **Increase collaboration** amidst Williams public health stakeholders towards needs assessment, data gathering, program development, grant writing, information sharing, and creation of a School Health Index
- **Focus on physical activity and nutrition** in the community by enhancing infrastructure with climbing walls, trails, sidewalks, parks, safe routes to school, farmers markets, greenhouses, community gardens, and school-based programs
- **Reach youth in school-based programs** through their preferred communication style (like text messaging), as well as activities they enjoy
- **Enhance programming on sex education**
- **Provide health education in Spanish**
- **Expand resources for mental health clients**
- **Dedicate a community health nurse to Williams**

• **Identify transportation solutions** with the regional transportation provider (Northern Arizona Intergovernmental Public Transportation, or NAIPTA) and the City of Williams to establish regular transportation services to Flagstaff

• **Examine water issues** such as quality, quantity, and accessibility of drinking water

✱The assistance of PPH Partners in determining these next steps is appreciated ✱



Community Contributors

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- Max Bishop, Coordinator, Coconino County Community Services Senior Center
- Lucinda Boone, Behavioral Health Technician, The Guidance Center
- Beth Britton, Director of Williams Alliance and Williams Unified School District Community Learning Center
- Katie Brooks, Employee, Hometown Video
- Cindy Christman, Clinic Manager, Williams Health Care Center
- Community member, Hometown Video
- Lynda Duffy, Editor, Williams-Grand Canyon News
- Andrea Dunn, Library Director
- Employees (two) at the Superintendent’s Office for Williams Public Schools
- Patricia Centeno Helgeson, Assistant Director Williams Alliance
- Stephen Hudgens, High School Principal

- Christine Kenney, Outpatient Therapist, The Guidance Center
- Sarah MacRae, Community Service Officer, Williams Police Department
- Bob McCarty, School Resource Officer
- Joyce McNelly, High School Administrative Assistant
- Doris Ann Mertz, Safe Routes to School Coordinator
- Rose Newbold, Recreation Director, City of Williams
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- Barbara Worgess, Health Department Director

Data Sources

1. U.S. Census Bureau
2. U.S. Department of Education, National Center for Education Statistics
3. Arizona Department of Commerce, 2007
4. Arizona Department of Health Services, Williams Community Health Profile, 2003
5. Arizona Department of Health Services, Vital Statistics, 2007
6. Search Institute Report, 2008
7. Coconino County Health Department, 2007





# NACCHO

National Association of County & City Health Officials

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